RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

February 26, 1997

RJR Account #356150
Mr. H. Bowen
LAVIN CANDY CO.

APRIL DORAL B2GF LIGHTER / PROMOTION #700050

Dear Harry:

Regular *DORAL* product has been ordered (see quantities listed below), as well as 30 SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC #	DORAL STYLE	#/ (12M) Cases
12300-15312	*FF 100*	1
12300-15212	*Light 100*	1

Product / Premium Arrival:	March 24, 1997
Ship Date to Retail:	Week of: March 31, 1997
Lighters: (Item #521573)	
SKU CUBE:	1.1490
SKU WT (w/o Product):	4.1900 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Savings Cartons
EFT $ Amount:	$1,052.02
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/mnvn0000

B2GPF
LAVIN CANDY CO.

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box*. Consumer purchases two (2) packs of Doral a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$56.00 (2 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Westenberger / 162301

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/mnvn0000

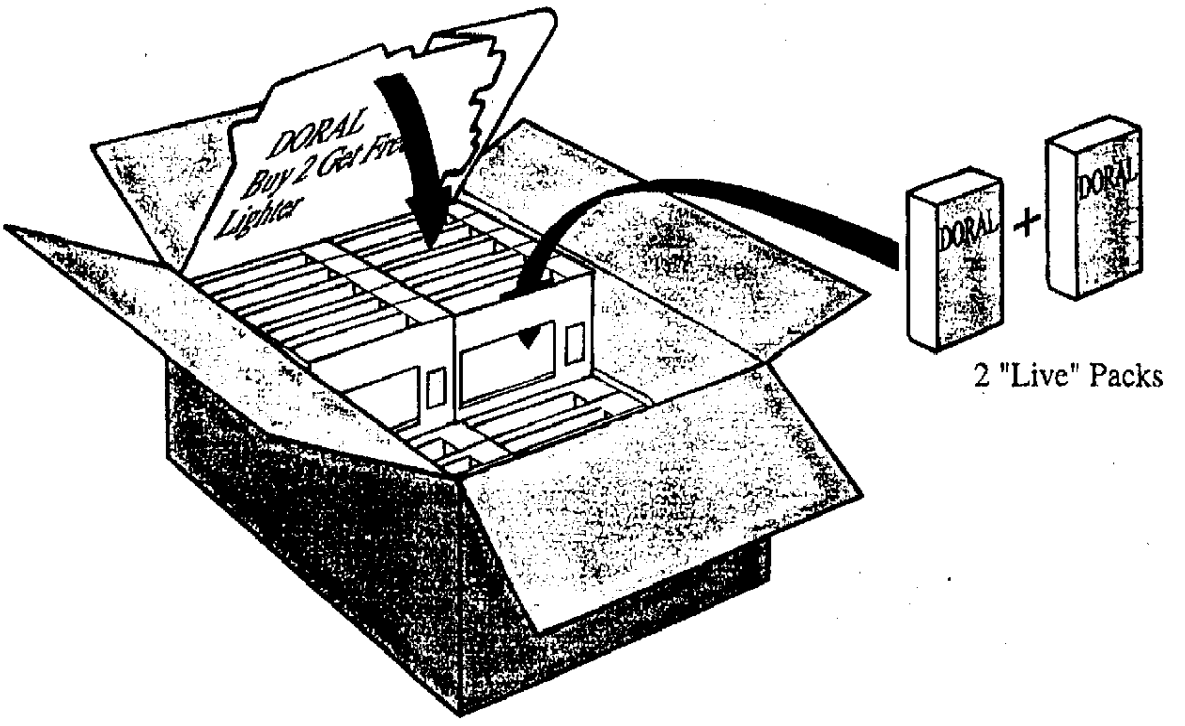
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

April DORAL B2GF Lighter

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



2 "Live" Packs

Item: # 521573
Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

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Source: https://www.industrydocuments.ucsf.edu/docs/mnvn0000

WHOLESALER : 356150 LAVIN CANDY CO., INC. <DIRECT>
TEMPLATE : 700050 70400 DORAL APR LTR
TEMPLATE SEQ : 0004
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	163830	178080	NORMANS GROCERY	ST REGIS AVENUE	BLOOMINGDALE	NY	12913	2				(518)891-1890
162201	163830	619806	CODY'S GROCERY	2946 MILITARY TUR	WEST CHAZY	NY	12992	1				(518)561-6858
162302	162320	766966	SHARKEY'S I	MONTCALM	TICONDEROGA	NY	12883	1				(518)585-7527
162201	163830	767109	E-M MARKET	156 BROADWAY	SARANAC LAKE	NY	12983	1				(518)891-2485
162301	163830	177788	CHUCK WAGON	121 BRINKERHOFF S	PLATTSBURGH	NY	12901	1				(518)563-6300
162301	163830	177923	H ROCKS GROCERY	ROUTE 22	SCHUYLER FALLS	NY	12985	1				(518)643-8028
162301	163830	679124	BYRD'S COUNTRY STOR	38 STATION RD	WILLSBORO	NY	12996	3				(518)963-7277
162301	163830	130258	NADIM'S CORNER GROC	UPPER RUGAR	PLATTSBURGH	NY	12901	1				(518)563-6921
162301	163830	177852	LOUS GROCERY	38 SAILLY AVE	PLATTSBURGH	NY	12901	1				(518)563-6061
162301	163830	402300	ST DENIS GROCERY	120 CORNELIA ST	PLATTSBURGH	NY	12901	1				(518)561-9369
162301	163830	498171	SOUTHSIDE GROCERY	4788 CRETE BLVD	PLATTSBURGH	NY	12901	1				(518)561-6788
162301	163830	568572	EXPRESS LANE	20 BROAD ST	PLATTSBURGH	NY	12901	2				(518)561-5644
162301	163830	177803	RICHARDS GROCERY	71 JOHNSON AVE	PLATTSBURGH	NY	12901	1				(518)563-1444
162301	163830	767981	BILL'S MINI MART	ROUTE 22B BOX 8A	MORRISONVILLE	NY	12962	1				(518)561-8500
162302	162320	508066	SHARKEY'S II	WICKER STREET	TICONDEROGA	NY	12883	1				(518)585-3577

PAGE BREAK TOTAL ACCOUNTS 15 TOTAL QUANTITY 19

TEMPLATE TOTAL ACCOUNTS 15 TOTAL QUANTITY 19

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 03/25/97

ACCOUNT NUMBER: 356150
VOUCHER NUMBER: 15347728
DATE WRITTEN: 03/25/97
STATUS: PAID
AMOUNT PAID: 56.00

LAVIN CANDY COMPANY
4989 S CATHERINE ST
PLATTSBURGH , NY 12901

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	56.00

EXPLANATION: DORAL B2GF LIGHTER/#700050/SR 162301

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